

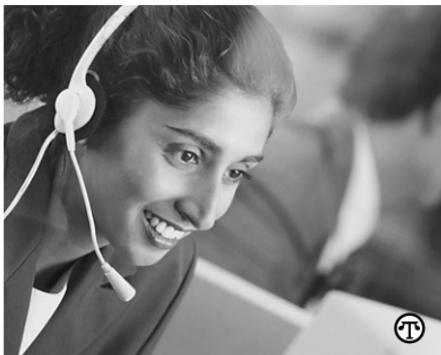
BACKGROUND ON BUSINESS

The Fast Way To Speed Transactions

(NAPSA)—If you've noticed you spend less time waiting in line at stores, it may be because the places you shop have learned it can pay to be fast. Studies show many consumers cite speed of transaction as a major factor in shopping satisfaction—and retailers across the country have found ways to quickly accommodate this consumer demand.

Analysts say one of the easiest ways to speed up transactions is with a high performance wide area network, or WAN. The networks can be used to link multiple stores to each other and to credit processing agencies. WANs are considerably faster than regular dial up services and they can be secured with new types of technology.

For instance, the toy retailer KB Toys linked its 1,300 stores using a secured WAN from Global Crossing. Credit authorizations became three-times faster than they were and employees can now be notified about pricing and product supply in real time. Global Crossing also provides KB with a broad range of solutions, including Internet connectivity, conferencing services and long-distance for its corporate headquarters and stores across the country.



Wide area networks, or WANs, are being used to increase sales and speed customer transactions.

But the benefits of WANs extend beyond increased customer service. The National Retail Federation reported retailers that operate with WANs cut operating costs in areas ranging from inventory replenishment, to attendance tracking, to running sales promotions.

Such was the case with KB. "Our secured, high speed network has powered our intra-store communications for the past two years," says Tom Jeffery, vice president of the toy company. "That includes our holiday season, where we make 40 percent of our annual sales in four to five weeks."

For more information on WANs, visit www.globalcrossing.com.